

# Canada Periodical Fund

## Aid to Publishers

### Applicant's Guide 2011-2012

© Her Majesty the Queen in Right of Canada, represented by the Minister  
of Public Works and Government Services Canada 2010

Catalog Number: 978-1-100-16592-9

ISBN: CH41-23/2011E-PDF

# Aid to Publishers Applicant's Guide 2011-2012

## Table of Contents

<b>Section 1 – Canada Periodical Fund .....</b>	<b>4</b>
1.0 Overview .....	4
1.1 Objective .....	4
1.2 Program components .....	4
1.3 How to contact us.....	4
<b>Section 2 – Aid to Publishers Component.....</b>	<b>5</b>
2.0 Aid to Publishers .....	5
2.1 Application deadline .....	5
<b>Section 3 – Eligibility Criteria.....</b>	<b>6</b>
3.0 Who can apply? .....	6
3.1 Eligible publishing firms.....	6
3.2 Eligible periodicals .....	6
3.3 Paid circulation — Magazines.....	7
3.4 Paid circulation — Non-daily newspapers.....	8
3.5 Verified request circulation — Magazines.....	8
<b>Section 4 – Ineligible Periodicals .....</b>	<b>9</b>
4.0 Ineligible periodicals.....	9
<b>Section 5 – Application Process and Program Requirements .....</b>	<b>10</b>
5.0 Preparing to apply .....	10
5.1 Application form .....	10
5.2 Identification of content .....	10
5.3 Circulation verification requirements .....	11
5.4 Supporting documents required .....	12
5.5 Deadline for application.....	12
<b>Section 6 – Approved Applications.....</b>	<b>13</b>
6.0 Approved application.....	13
6.1 How funding amounts are determined .....	13
6.2 Copies counted in the formula .....	13
6.3 Maximum amounts.....	13
6.4 Types of funding.....	13
6.5 Frequency of payments.....	14
6.6 How funding can be spent.....	14
6.7 Eligible activities.....	14
6.8 Timing of spending.....	14
6.9 Changes to a publishing firm or a periodical .....	14

<b>Section 7 – Department of Canadian Heritage Provisions .....</b>	<b>16</b>
7.0 Acknowledgement of funding .....	16
7.1 Minister's discretion and decisions .....	16
7.2 Evaluations of the program .....	16
7.3 Audits .....	16
7.4 Disclosure of information within the Government of Canada .....	17
7.5 Information that could be made public .....	17
7.6 Access to information requests .....	17
7.7 Protection of personal information .....	17
<b>Section 8 – Definitions.....</b>	<b>18</b>

---

## Section 1 – Canada Periodical Fund

---

### 1.0 Overview

The Canada Periodical Fund (CPF) provides financial assistance to Canadian magazines, non-daily newspapers and digital periodicals to enable them to overcome market disadvantages and continue to provide Canadian readers with the content they choose to read.

### 1.1 Objective

Ensure Canadians have access to diverse Canadian content magazines and non-daily newspapers they choose to read.

### 1.2 Program components

The CPF delivers its funding through three components:

- **Aid to Publishers:** provides funding to eligible Canadian print magazines and non-daily newspapers.
- **Business Innovation:** offers support for projects to eligible small and mid-sized printed magazine and digital periodical publishers.
- **Collective Initiatives:** funds projects for organizations designed to increase the overall sustainability of the Canadian magazine and non-daily newspaper industries.

This guide covers only the Aid to Publishers component. More information about the [Business Innovation](#) and the [Collective Initiatives](#) components is available at [www.canadianheritage.gc.ca/cpf](http://www.canadianheritage.gc.ca/cpf).

### 1.3 How to contact us

Telephone toll-free number: 1-800-641-9221

Telephone number: 819-997-4974

Facsimile number: 819-994-3154

Email: [fcp-cpf@canadianheritage.gc.ca](mailto:fcp-cpf@canadianheritage.gc.ca)

Web site: [www.canadianheritage.gc.ca/cpf](http://www.canadianheritage.gc.ca/cpf)

---

## Section 2 – Aid to Publishers Component

---

### 2.0 Aid to Publishers

The Aid to Publishers component is the cornerstone of the CPF. It is designed to provide Canadian publishers of paid or verified request circulation magazines and paid circulation non-daily newspapers with the financial assistance they need to produce and distribute high-quality Canadian content for Canadian readers.

The Aid to Publishers provides funding to eligible Canadian print magazines and non-daily newspapers using a formula based on the eligible copies of paid or verified request circulation of a periodical circulated during the [reference year](#).

Recipients have flexibility in the use of funds for their approved periodicals. They can spend their funding on different activities related to the publication of printed magazines, printed non-daily newspapers and associated digital periodicals. These [activities](#) include creation, design, production, printing, marketing and distribution. Recipients are responsible for managing the funds they receive in the most effective manner possible.

### 2.1 Application deadline

**The application deadline is November 24, 2010.**

**Note**

An application form postmarked or stamped after the deadline will not be accepted. See [section 5 – Application Process and Program Requirements](#).

---

## Section 3 – Eligibility Criteria

---

### 3.0 Who can apply?

Publishing firms producing printed paid or verified request circulation magazines and paid circulation non-daily newspapers can apply. To be eligible for funding under the Aid to Publishers component you must meet all eligibility criteria for both the publishing firm and the periodical.

### 3.1 Eligible publishing firms

Eligible publishing firms and its affiliated companies must:

- be private-sector entities, including corporations, not-for-profit organizations, partnerships and sole proprietorships;
- be majority [owned and controlled by Canadians](#);
- have their principal place of operations in Canada; and
- have published one or more eligible periodicals at the application deadline.

### 3.2 Eligible periodicals

Eligible periodicals must meet all the following criteria:

- be published by an eligible publishing firm;
- be majority owned and controlled by Canadians;
- be either a printed [magazine](#) or a printed [non-daily newspaper](#);
- be distributed using either a majority of [paid circulation](#) or [verified request circulation](#);
- have completed at least one uninterrupted 12-month publishing cycle at the application deadline;
- have been published at least twice and no more than 56 times during the [reference year](#) including [special issues](#);
- contain an average of at least 80% [Canadian editorial content](#) in the issues published during the reference year. [Ethnocultural periodicals](#) must contain an average of at least 50% Canadian editorial content in the issues published during the reference year;
- contain an average of at most 70% [advertising](#) in the issues published during the reference year; and
- have been edited, designed, assembled and published in Canada.

### Association periodical requirements

An eligible [association periodical](#) must also:

- offer its periodical to members and non-members of the association at the same cost;
- allow members to opt out of receiving and paying for the periodical; and
- separate the membership to the association from the subscription to the periodical, i.e. membership cost must not include the subscription cost of the periodical.

### Note

The association periodical requirements do not apply to Aboriginal, official language minority and ethnocultural periodicals.

## 3.3 Paid circulation — Magazines

### Paid circulation magazines must:

- Have sold during the reference year at least 5,000 paid copies through subscriptions, and/or single-copy/newsstand sales. Aboriginal, official language minority and ethnocultural magazines must have sold at least 2,500 paid copies during the reference year.
- Have sold during the reference year from its total circulation at least 50% of copies consisting of subscriptions, single-copy/newsstand sales and sponsored copies<sup>1</sup>. This criterion is not applicable to [Aboriginal](#), [official language minority](#), [ethnocultural](#), and [GLBT](#) magazines.
- Have a minimum average subscription price of \$12 per year, or a minimum average price of \$1 per copy (by subscription or single-copy). The price must appear in the masthead of the magazine. The minimum prices do not apply to Aboriginal, official language minority, ethnocultural, and GLBT magazines.

<sup>1</sup>Though sponsored copies are counted to determine if this criterion is met sponsored copies are not included in the formula to calculate the funding amount.



**Example: how to calculate if you have sold at least 50% of copies during the reference year:**

Subscription copies sold	40,000
Single-copies/newsstand copies sold	10,000
Sponsored copies	<u>10,000</u>
<b>Subtotal: paid circulation</b>	<b>60,000</b>
Controlled/complimentary copies	<u>40,000</u>
<b>Total circulation</b>	<b>100,000</b>

Subscription copies + single-copies/newsstand copies + sponsored copies at 60,000 out of total circulation at 100,000 = 60%.

The publisher sold 60% of copies and meets the eligibility criteria: "Have sold during the reference year at least 50% of its total circulation consisting of copies sold through subscriptions, single-copy/newsstand sales and sponsored copies."

### **3.4 Paid circulation — Non-daily newspapers**

**Paid circulation non-daily newspapers must:**

- Have sold during the reference year at least 5,000 paid copies through subscriptions, and/or single-copy/newsstand sales. Aboriginal, official language minority and ethnocultural non-daily newspapers must have sold at least 2,500 paid copies during the reference year.
- Have sold during the reference year from its total circulation at least 50% of copies consisting of subscriptions, single-copy/newsstand sales and sponsored copies<sup>1</sup>. This criterion is not applicable to Aboriginal, official language minority, and GLBT non-daily newspapers.
- Have a minimum average subscription price of \$12 per year, or a minimum average price of \$0.50 per copy (by subscription or single-copy). The price must appear in the masthead of the non-daily newspaper. The minimum prices do not apply to Aboriginal, official language minority, and GLBT non-daily newspapers.

<sup>1</sup>Though sponsored copies are counted to determine if this criterion is met sponsored copies are not included in the formula to calculate the funding amount.

### **3.5 Verified request circulation — Magazines**

**Verified request circulation magazines must:**

- Have distributed during the reference year at least 5,000 request copies from verified personal direct request from the recipient.
- Have distributed during the reference year at least 50% of its total circulation consisting of verified personal direct request from the recipient and other request copies.

---

## Section 4 – Ineligible Periodicals

---

### 4.0 Ineligible periodicals

Ineligible periodicals include:

- daily newspapers;
- free periodicals;
- [newsletters](#);
- periodicals that contain an average of more than 50% [listings](#);
- periodicals produced by or for an organization that primarily reports on the activities or promotes the interests of the organization;
- periodicals produced by or for an organization providing goods or services in which the main goal of the periodical is to promote the sales of the goods or services;
- periodicals produced under contract by a non-Canadian organization on behalf of a Canadian client, or produced under contract by a Canadian organization for a non-Canadian client;
- periodicals produced by or for an organization that promote the organization's main business, when it is not periodical publishing;
- [professional association periodicals](#);
- periodicals produced by or for a government or a government agency;
- periodicals produced only electronically ([Business Innovation](#) supports electronic periodicals);
- periodicals whose editorial content is primarily reproduced or repeated from current or previous issues of the same periodical or other publications;
- loose-leaf periodicals;
- periodicals that are primarily or a combination of catalogues, magalogues, directories, guides, financial reports, schedules, calendars, timetables, comic books, cartoons, puzzles, games and horoscopes, or any of the ineligible periodicals listed above; and
- periodicals that contain [offensive content](#) in the opinion of Canadian Heritage.

---

## Section 5 – Application Process and Program Requirements

---

### 5.0 Preparing to apply

Before you apply, we strongly recommend that you read the Applicant's Guide carefully. You must identify your type of periodical, i.e. magazine or non-daily newspaper and special category if applicable, i.e., Aboriginal, ethnocultural, official language minority or GLBT, to determine which eligibility criteria applies to your periodical. You must meet all program component eligibility criteria described under subsection [3.1 Eligible publishing firms](#) and subsection [3.2 Eligible periodicals](#).

### 5.1 Application form

The application form is available at [www.canadianheritage.gc.ca/cpf](http://www.canadianheritage.gc.ca/cpf). We encourage the use of the electronic application form as it contains many features to help with its completion.

All required parts of the application form must be completed in full. You must also provide with your application form all [required supporting documents](#) and meet the [circulation verification requirements](#).

To access the fillable form in Portable Document Format (PDF), you will require an Adobe Reader on your computer. If you do not have the required software; it is available for free download from the [Adobe Web site](#).

### Important

Once completed, the application form **must not** be transmitted electronically to the Department to ensure confidentiality of your personal information. **Application forms will be accepted only by mail or courier.**

### 5.2 Identification of content

Gather a sample of the issues that appeared during the reference year according to the following table:

Number of issues in reference year	Sample of issues
2	All
3	First and second
4	Second and third
5	First, third and last
6	First, third and fifth
7 to 12	First, fifth and last
13 and more	First, fifth, ninth and last

### How to mark an issue

You must identify with a BLACK MARKER each page and fraction of page of each issue sample using the following codes:

- C      Canadian editorial content
- F      Foreign editorial content
- A      Advertising pages
- N      Non-revenue pages

Calculate the number of pages for each type of content by rounding off to the nearest whole number. Enter the result for each type of content in Part E – Periodical Information, Page Count of the application form.

### Note

You must submit **one** marked-up issue from your sample and the most recent issue with your application form. Do not submit the remaining marked-up issues, but do retain them for five years in case they are requested later by the CPF. The CPF may request marked-up copies for audit purposes; failure to retain marked-up copies may render a title ineligible for future CPF support.

## 5.3 Circulation verification requirements

### Paid circulation magazines and non-daily newspapers

An applicant is required to provide verification documents confirming the paid circulation copies and sponsored copies during the 12-month reference year. The required documents are as follows:

#### Paid circulation and sponsored copies with less than 50,000 copies

The periodical financial information entered in Part H – Financial Year Information of the Periodical of the application form will be used.

#### Paid circulation and sponsored copies with 50,000 copies and over

An applicant must provide, at the time of application, a [circulation report](#) issued by an audit circulation board for a period of 12 consecutive months beginning in the reference year, if paid circulation and sponsored copies are 50,000 copies and over. This requirement does not apply to Aboriginal, official language minority and religious periodicals.

#### First time applicant to the Aid to Publishers component

If a new applicant with a total paid circulation and sponsored copies of 50,000 and over is unable to provide a circulation report in time of the application deadline, a proof of application to an audit circulation board must be submitted with the application form; otherwise the application will be rejected. A circulation report must be done and submitted to the Aid to Publishers within six months of that application deadline. Please note that this rule does not apply to verified request circulation magazines.

### **Verified request circulation magazines**

All applicants under verified request circulation must provide, at the time of application, a circulation report for a period of 12 consecutive months beginning in the reference year, from an audit circulation board, to confirm the verified request circulation copies of a magazine.

### **The Canada Periodical Fund accepts reports from the following audit circulation boards:**

- Canadian Circulations Audit Board (CCAB/BPA)
- Audit Bureau of Circulations (ABC)
- Canadian Community Newspapers Association (CCNA) / Canadian Media Circulation Audit (CMCA).

### **5.4 Supporting documents required**

The application form must include the following supporting documents:

- Articles of incorporation;
- last three printers invoices of the reference year;
- one [marked-up copy](#);
- one copy of the most recent issue of the periodical; and
- a [circulation report](#) for 12 consecutive months.

#### **Note**

To ensure all eligibility criteria are met, additional information and documents may be requested for clarification purposes.

### **5.5 Deadline for application**

The deadline date for sending your application form and all supporting documents is November 24, 2010. Your application form must be signed and dated; signature must be an original. Your application form is considered to be filed on time if it is complete and postmarked or date stamped by other delivery services on or before the deadline date. A late or incomplete application will not be accepted.

### **Send the completed application form with all required supporting documents to:**

Canada Periodical Fund  
Aid to Publishers  
Department of Canadian Heritage  
25 Eddy Street, 25-8-U  
Gatineau, Quebec K1A 0M5

---

## Section 6 – Approved Applications

---

### 6.0 Approved application

If your application is approved you will receive a letter confirming your eligibility including the amount of funding you will receive. You will also receive full details on the conditions of your funding, and you may be asked to sign an agreement requiring you to fulfill the conditions.

### 6.1 How funding amounts are determined

In the Aid to Publishers component, the amount of funding that a publisher might be entitled to receive is determined by a formula. The formula divides the total budget among all eligible periodicals based on each periodical's share of the total number of eligible copies circulated during a reference year. For example, a publisher responsible for 2% of the total number of copies circulated by all the eligible publishers in the year would receive 2% of the component's budget. Funding amounts, however, are also adjusted according to the circulation volume, circulation method, type of periodical and audience.

### 6.2 Copies counted in the formula

The Aid to Publishers formula is based on the total eligible copies circulated for a periodical during its reference year.

- For paid magazines and non-daily newspapers, only copies sold through subscriptions, and/or single-copy/newsstand sales are eligible to be counted in the formula. Sponsored copies are not counted in the formula, even though they are considered toward the [eligibility criteria](#).
- For verified request magazines, only copies circulated using verified request circulation in the form of verified personal direct requests from recipients are eligible to be counted in the formula.

### 6.3 Maximum amounts

Except for [farm periodicals](#), the maximum annual amount that can be received by any periodical is \$1.5 million.

The total government support from all Canadian federal, provincial, territorial and municipal sources is limited to 75% of any publisher's total expenditures for creation, production, marketing and distribution of magazines and non-daily newspapers.

### 6.4 Types of funding

The CPF provides funding to publishers as either a grant or a contribution, depending on the program's assessment of the level of risk.

## **6.5 Frequency of payments**

Depending on the type and amount of funding recipients may receive, the funding amount will be issued either as one payment or in instalments.

## **6.6 How funding can be spent**

Recipients must spend funding from the Aid to Publishers to support the operations of the periodicals being funded. Recipients with more than one eligible periodical will be informed of the amounts to be allocated to each one. Funds may not be spent to support ineligible periodicals.

## **6.7 Eligible activities**

Publishers must spend funding on any of the following activities related to an eligible periodical:

- Creation (writing, editing, photography, illustration and design)
- Production (pre-press and printing)
- Marketing
- Distribution
- Web site development and enhancement
- Digital periodical associated with an eligible periodical

### **Note**

Recipients may be required to submit a report on the use of funds for 2011-2012 at a later date.

## **6.8 Timing of spending**

Funding must be spent between April 1, 2011 and March 31, 2012. You may be required to return any part of the funding not spent by the end of that period.

## **6.9 Changes to a publishing firm or a periodical**

To ensure any funding considered, recommended, or provided is consistent with the eligibility criteria, requirements and objective of the program, applicants and recipients must immediately inform the CPF if one or more of the following changes occurs:

- Name of publishing firm;
- Title of periodical;
- Periodical ceases to exist;

- **Change of ownership**  
To maintain eligibility during the term of a grant or contribution should a publishing firm or a periodical be sold, merged or by any other means transferred, resulting in a change of control of the specific publishing firm or specific periodical, the Department must be advised before the transaction is finalized to determine whether the publishing firm under new ownership and the periodical remain eligible under the program. The current owner will have to send a copy of the sales contract to the Department. The new owner must submit proof that they are Canadian-owned and-controlled.



---

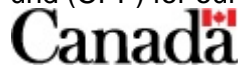
## Section 7 – Department of Canadian Heritage Provisions

---

### 7.0 Acknowledgement of funding

All CPF recipients must recognize the financial support provided by the Government of Canada by including an acknowledgement text and the Canada wordmark in the masthead of the supported periodical, and an equivalent location in all associated digital periodicals. The acknowledgement text and the wordmark must appear in all issues following approval of funding until the periodical is no longer supported by the CPF. The acknowledgement text and the wordmark must not appear in periodicals that are not supported by the CPF.

We acknowledge the financial support of the Government of Canada through the Canada Periodical Fund (CPF) for our publishing activities.



The Canada wordmark is available at: [www.canadianheritage.gc.ca/logos](http://www.canadianheritage.gc.ca/logos)

### 7.1 Minister's discretion and decisions

The eligibility criteria and guidelines of the CPF do not restrict the discretionary power of the Minister of Canadian Heritage. Decisions of the Minister regarding the eligibility of applicants and grants or contribution amounts will be final.

### 7.2 Evaluations of the program

The Department will conduct periodic evaluations of the CPF. During an evaluation, publishers must make available any records, documents, or other information that may be required to perform the evaluation.

### 7.3 Audits

The program audits a sample of applications each year. In such cases, applicants must make available any records, documents, or other information that may be required to perform the audit. Recipients must retain for at least five years supporting documents related to the information provided in all application forms.

#### Note

A publisher found to have submitted false or unsupported information may be required to repay the full amount of the financial support received, and may be declared ineligible from the CPF for two years or more.

#### **7.4 Disclosure of information within the Government of Canada**

By applying to the CPF, you authorize Canadian Heritage to disclose any information received in your application within Canadian Heritage and the Government of Canada or to outside entities for the following purposes: to reach a decision on an application; to administer and monitor the grants or contributions of this program; and to evaluate program results.

The disclosure of any information received in your application may also be used to reach a decision on any other application from you for funding under any other Canadian Heritage program. Information about an application form may also be transferred to Statistics Canada.

#### **7.5 Information that could be made public**

Funding amounts awarded to recipients are public information. If you receive funding from the program, the name of your publishing company, the amounts awarded for each of your periodicals, and the number of copies counted toward the formula of each of your periodicals may be listed on the CPF Web site or disclosed in public documents produced by Canadian Heritage.

#### **7.6 Access to information requests**

In the event of an access to information request regarding your funding application or any other document in the Department's possession containing information about your organization, the information provided to the Department will be treated in accordance with the [Access to Information Act](#) and the [Privacy Act](#).

#### **7.7 Protection of personal information**

Your personal information is protected under the *Privacy Act*. Only information needed for operating the CPF and measuring its results will be requested. The collection and use of personal information for this program is authorized by the [Department of Canadian Heritage Act](#) and is required for your participation.

---

## Section 8 – Definitions

---

### Aboriginal periodical

A periodical that is primarily targeted to and/or concerned with and serving First Nations, Inuit or Métis peoples and communities.

### Advertising pages

- Includes: contra or in-kind advertisements and advertorial.
- Does not include: charitable, public service, house advertisements, the masthead, or other non-revenue pages.

### Association periodical

A periodical produced by or for an association.

### Canadian editorial content

Editorial content (text and images) created or translated by a Canadian citizen or a permanent resident of Canada within the meaning of the [Immigration and Refugee Protection Act](#). Translated editorial content by a citizen or a permanent resident of Canada within the meaning of this Act will be considered original content if the editorial content is translated into one of the official languages.

### Canadian ownership and control

An eligible publisher or periodical must be majority owned and controlled by a Canadian. For the program, “Canadian” means:

- a) a Canadian citizen;
- b) a permanent resident within the meaning of the [Immigration and Refugee Protection Act](#);
- c) a Canadian corporation (see below);
- d) a partnership, trust or joint venture in which a person or any combination of persons referred to in a), b) or c), beneficially owns and controls, directly or indirectly, interests representing in value at least 51% of the total value of the assets of the partnership, trust or joint venture, as the case may be, and of which the president or other presiding officer, and more than half of the directors or other similar officers are persons referred to in a) or b) above; or
- e) a not-for-profit organization in which at least 51% of its members and directors are persons referred to in a) or b) above.

If at any time one or more persons who are not described in any of paragraphs a) to e) of this definition of Canadian have any direct or indirect influence through a trust, an agreement, an arrangement or otherwise that, if exercised, would lead to a control in fact of the publishing firm, the firm is deemed not to be Canadian owned.

**“Canadian corporation”** is one that meets the following criteria:

- a) a corporation that is incorporated under the laws of Canada, a province or a territory;
- b) a corporation whose principal place of business is in Canada;
- c) a corporation whose president or other presiding officer, and more than half of the directors or other similar officers are Canadian citizens or permanent residents within the meaning of the [Immigration and Refugee Protection Act](#);
- d) a corporation, in the case of a corporation with share capital, of which Canadians beneficially own and control, other than by way of shares held only as security, directly or indirectly, in the aggregate at least 51% of all the issued and outstanding voting shares representing more than half of the votes; and
- e) a corporation, in the case of a corporation without share capital, of which Canadians beneficially own and control, directly or indirectly, interests representing in value at least 51% of the total value of the assets.

As an exception to the requirement for both Canadian ownership and Canadian control, publishing firms that are owned by Canadians and have operated in Canada as a publisher of periodicals for at least 30 years will not be found ineligible only for the reason that they are not Canadian-controlled.

### **Circulation report**

A circulation report issued by an audit circulation board that reports on the volume of circulation by source, type, location, and selling price for a magazine or non-daily newspaper during a specific period of time.

### **Consumer magazine**

A magazine aimed at the general public, of two types:

- general interest: dealing with broad topics likely to be of interest to anyone, such as news, general history and entertainment; or
- special interest: dealing with niche topics, such as hobbies, cooking, sports and countless others. This is the most common type of magazine.

### **Complimentary circulation**

Number of copies distributed free of charge.

### **Controlled circulation**

Number of copies distributed free of charge on a regular basis to consumers selected by the publisher.

**Ethnocultural periodical**

Is a periodical that primarily serves or is primarily concerned with a commonly recognized specific cultural or racially distinct community or specific linguistic group using other than Canada's official languages. An eligible ethnocultural periodical may be in any language.

**Farm periodical**

A periodical aimed at the farming industry, including animal farming.

**Foreign editorial content**

Editorial content (text and images) created or translated by a person who is not a Canadian citizen or a permanent resident of Canada within the meaning of the *Immigration and Refugee Protection Act*. If the creator or translator is unknown, or if the citizenship cannot be determined, the editorial content is deemed foreign.

**GLBT periodical**

Is a periodical that primarily serves or is primarily concerned with the gay, lesbian, bisexual or transgendered communities.

**Listing**

A series of words, numbers, paragraphs, photos, or other items. Examples: stock listings, sports scores and standings, television listings, product descriptions and restaurant descriptions. A listing does not contain opinions or analysis. Adding star rating or other indicators to descriptive text does not constitute opinion or analysis.

**Magazine**

A printed periodical that is commonly recognized as a magazine, is paginated, appears in consecutively numbered or dated issues, is published under a common title at regular intervals and may possess an International Standard Serial Number (ISSN).

**Newsletter**

A printed periodical scoring six or more points on the following scale is a newsletter.

Specifications		Points
1.	No cover page – the articles start immediately	2
2.	Unbound	2
3.	Fewer than 20 pages	2
4.	No table of contents	1
5.	Does not list authors	1
6.	No full masthead	1
7.	No regular editorial columns or letters to the editor	1
8.	Part of a continued series	1
<b>Total</b>		<b>/11</b>

## Newspaper

A printed periodical scoring six or more points on the following scale is a newspaper.

Specifications		Points
1.	Broadsheet format, tabloid format or outsized (larger than 8-1/2 x 11 inches)	2
2.	Unbound	3
3.	Printed on any type of newsprint	1
4.	Identified as a newspaper	1
5.	Cover subdivided (articles, boxed photos)	1
6.	Advertising on front cover	1
7.	Divided into detachable regular sections (such as news, analysis, entertainment, sports)	1
Total		/10

## Non-daily newspaper

A printed periodical that is commonly recognized as a non-daily newspaper published under a common title at regular intervals, not less than two times during the reference year and not more than 56 times during the reference year, including special issues.

## Non-revenue page

All pages other than [advertising pages](#), contra or in-kind, or editorial. They can include self-promotional pages, pages donated to local charities or businesses, delivery of in-kind services, etc. Blank pages are considered to be non-revenue pages.

## Offensive content

Periodicals or projects that, in the opinion of the Department of Canadian Heritage, contain or promote any of the following:

- Material that is hate propaganda, obscene or child pornography, or any other illegal material, as defined in the [Criminal Code](#);
- Pornography or other material having significant sexual content unless it can be demonstrated that there is an overriding educational or other similar purpose;
- Material that contains excessive or gratuitous violence;
- Material that is denigrating to an identifiable group; or
- Any other similarly offensive material.

## Official language minority periodical

A periodical that is published in English or French in a region of Canada where the language and content of the periodical primarily serves and is concerned with an official language minority community (a French-language community outside of Quebec or an English-language community in Quebec).

**Paid circulation**

Number of copies of a magazine or non-daily newspaper sold through subscriptions and/or single-copy and newsstand sales.

**Professional association periodical**

A type of association periodical that meets all the following conditions:

- the periodical is directly owned by an association;
- joining the association is necessary to maintain a professional status which is recognized by a federal or provincial statute; and
- joining the association includes paying professional dues which are deductible under subparagraph 8(1)(i) (i) of the federal [Income Tax Act](#).

**Reference year**

A reference year is the most recent completed 12-month period during which a complete publishing cycle has occurred.

**Religious periodical**

A periodical that is primarily religious in purpose and content.

**Scholarly journal**

A magazine aimed at specialists that present results of research in a specific field for the purpose of disseminating knowledge.

**Special issue**

A special issue:

- is published within the regular publishing cycle;
- focuses on a specific theme or topic;
- has a title and International Standard Serial Number (ISSN) common to the host periodical; and
- its cost is included in the subscription cost of the regular publishing cycle.

**Sponsored copies**

Copies purchased by a sponsor for distribution to targeted consumers for the purpose of increasing its relationship with the consumers.

**Subscriber**

An individual who has knowingly paid or undertaken to pay for a subscription to a periodical, to be delivered over a specified period.

**Trade magazine**

A magazine that is targeted to workers in a particular field of employment, usually using request circulation. Also known as a business, business-to-business, or professional magazine.

**Verified request circulation**

The number of non-paid copies of magazines that are individually addressed to recipients who have provided a written request or a telephone request. Verified request circulation must be verified by an audit circulation board accepted by the CPF.